

Analysis of factors that promotes the K-pop photocard trading industry in Thailand by Chanikarn Sakchatmongkol

The aim of this research is to analyze the factors that make the K-pop trading card industry being popular in Thailand and to answer what are the factors driving the consumer's purchasing decision and what are the consumer's post-purchase behavior. To analyze those factors, the researcher has used the SCP approach (The Structure- Conduct- Performance paradigm approach) to explain and analyze the market performance and market conduct.

The K-pop trading card market is the sub-market that is extended from the K-pop music market as the form of the merchandises. In the paper, the author can generate well explanation about the factors that can promote the photocard trading card industry in Thailand through both perspectives of producer and consumer. The author applies SCP approach analysis to illustrates the market structure, market conduct, and market performance that can contribute the reader to understand what the producer did as the appropriate strategies to create the consumer's preference. Then, the author shows the consumer behavior by using the in-depth interview to support the evidence in the supplier side. With the analysis, the author can answer all of the research questions and can conclude the results to be understandable by using easy to understand language and well sorting of contents that initiates with the producer part and end with the consumer's insight from the interview.

Moreover, the author inserts the industry background part that can help the person who know nothing about this industry and the related industry to understand the overall picture of the industry. And, the researcher also shows the effects of the Covid-19 on the K-pop trading card industry which can show make the reader to know the current situation of this market.

However, based on my perspective, the characteristic of the respondent concentrate in term of gender. There are total 59 respondents but there is only one male for the participant, which might contribute the analysis in the consumer's perspective to be biased to the female thought. The researcher should increase the male respondents to decrease the biasness of the analysis.